



## Why Invest in Gold and Silver?

**More and more investors are diversifying their portfolios by purchasing physical gold and silver**, not only to see gains, but also to help keep their portfolios safe during these increasingly uncertain times.

Some of the key factors driving investors towards moving out of volatile paper assets and into gold and silver include:

- ▶ *Many investors see gold and silver as insurance against a weakening dollar.*
- ▶ *Americans are losing faith in the dollar - 69% of Americans think the economy will collapse.*
- ▶ *Americans are now born into more than \$47,000 of debt, and this number is continuing to rise.*
- ▶ *Precious metals have a 5,000 year track record which predates any other form of fiat currency.*
- ▶ *Every 100 years a currency fails*
- ▶ *Gold is a well-known safe haven in uncertain times.*
- ▶ *Gold and silver provide a level of stability not found in any other asset class.*
- ▶ *Investors are buying precious metals as the ultimate hedge against inflation.*
- ▶ *There is a limited supply of gold and an ever more limited supply of silver, but demand for both is higher than ever before.*
- ▶ *Unlike paper assets which are backed only by promises, precious metals will always have an intrinsic value that is globally recognized.*

### It's in the Numbers

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Taking a look at the performance of gold and silver vs. the US dollar from a historical standpoint is the easiest way to see why investors are flocking towards precious metals.

From 2001 to 2011, gold has risen over **520%**. Silver, which has seen incredible growth in recent years, has risen over **110%** from 2010 to 2011 alone. On the other hand, the dollar has lost **96%** of its value since 1913. Where would you rather store your wealth?

**Let Goldco Direct help you**, along with the thousands of others, diversify out of heavily manipulated paper assets, into the only tangible investment with true value; physical gold and silver.